WMC

ORDER



Flight Dates 11/02/12-11/06/12

Order Sep 00:15:00

Product Estimate # 3212

Contract / Revision 844955 / PHILLIPS FOR SUP CRT (R-MS) 32' Alt Order # 06402599

Original Date / Revision Agency Com 15% Billing Type Cash

11/02/12 11/02/12 Billing Contact Order Type Political

Advertiser Philling Pichard "Flin" Billing Cycle EOM/EOC

Advertiser Phillips, Richard "Flip"

7669 Stagers Loop

Billing Cycle EOM/EOC

Billing Cycle EOM/EOC

7669 Stagers Loop Billing Calendar BROADCAST

Delaware, OH 43015

Demographic A35+

Agency Strategic Media Placement.

Rev Codes Agency Political Pol-Candid

Buying Contact Whitney Eversole Sales Office T-PHI Product Codes PL685

7669 Stagers Loop Sales Region National Priority P 3

Delaware, OH 43015 Agency Ref Advertiser Ref

Start Date

Primary Account Executive

Order%

Jim Quinn

Account Executive

Jim Quinn 100%
Order Share 39% Market Value 18974

End Date

Competing Station % of Order Amount **WBUY** % 0 23% **WHBQ** 4364 **WKNO** % 0 WLMT % 0 0 **WMAV** % WMCt % 0 % 0 **WMCw WPTY** 5% 948 % **WPXX** 0

33%

6261

Order Totals Billing Plan # of Spots Net Amount Gross Amount Rating Start Date End Date Net Amount Gross Amoun Month # Spots November 2012 \$6,290.00 \$7,400.00 0.00 10/29/12 11/06/12 13 13 \$6,290,00 \$7,400.00

WREG

Totals 13 \$6,290.00 \$7,400.00 0.00

Ln Ch	Start	End	Inventory Cod	de Break	Start/End 1	ime Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
E 1 WMC	11/05/12	2 11/06/12	NBC Today Sh	ow Comm	7-9a	MT	:30	4	\$400.00 P 3	0.00 NM	4	\$1,600.00
			NBC Today Sh	ow								
1												
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 11/6	05/12	11/11/12	MT	4	\$400.00	0.00						
E 2 WMC	11/03/12	2 11/03/12	NBC Saturday	Today Shoomm	SAT 6-8a	1-	:30	1	\$175.00 P 3	0.00 NM	1	\$175.00
			NBC Saturday	Today Sho								
2												
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/2	29/12	11/04/12	1-	1	\$175.00	0.00						
E 3 WMC	11/03/12	2 11/03/12	Action News S	aturday @omm	SAT 8-10a	1-	:30	1	\$200.00 P 3	0.00 NM	1	\$200.00
			Action News S	aturday @								
3												



Contract / Revision

844955

Flight Dates 11/02/12-11/06/12

Hiatus Dates

<u>Original Date / Revision</u> 11/02/12/ 11/02/12

Order Sep

00:15:00

Advertiser Phillips, Richard "Flip"

Product PHILLIPS FOR SUP CRT (R-Estimate # 3212

	Totals
Ln Ch Start End Inventory Code Break Start/End Tir	the control of the co
E 3 WMC 11/03/12 11/03/12 Action News Saturday @comm SAT 8-10a	1- :30 1 \$200.00 P 3 0.00 NM 1 \$200.00
Action News Saturday @	
Start Date End Date Weekdays Spots/Week Rate	Rating
Week: 10/29/12 11/04/121- 1 \$200.00	0.00
E 4 WMC 11/04/12 11/04/12 Action News Sunday @ 8omm SUN 8-9a Action News Sunday @ 8	1 :30 1 \$225.00 P 3 0.00 NM 1 \$225.00
4	
Start Date End Date Weekdays Spots/Week Rate	Rating
Week: 10/29/12 11/04/121 1 \$225.00	0.00 c c c c c c c c c c c c c c c c c c
E 5 WMC 11/05/12 11/05/12 Action News 5 @ 5p Comm M-F 5-530p M-F Action News 5 @ 5p	2 :30 2 \$400.00 P 4 0.00 NM 0 \$0.00
5	
<u>Start Date </u>	Rating
Week: 11/05/12 11/11/12 2 2 \$400.00 Spot Ch Date Range Description Start/End Time	0.00 <u>Weekdays Length Rate Rtg Type</u>
1 WMC 11/05/12-11/11/12 Action News 5 @ 5p M-F 5-530p	M:30 (\$400.00) 0.00 <i>NM</i>
See MG 6.3,6.4,6.5,6.6	sin one break l
[only 4 breaks in this show - you have 6 spots - per jessica - cant run 2x 2 WMC 11/05/12-11/11/12 Action News 5 @ 5p M-F 5-530p	Kin one break j M ;30 (\$400.00) 0.00 <i>NM</i>
See MG 6.3,6.4,6.5,6.6	, , , , , , , , , , , , , , , , , ,
[only 4 breaks in this show - you have 6 spots - per jessica - cant run 2x	r in one break]
E 6 WMC 11/03/12 11/03/12 Sat Action News 5 @ 5©comm SAT 5-530p	2- :30 2 \$200.00 P 4 0.00 NM 4 \$3,400.00
Sat Action News 5 @ 5p	
Start Date End Date Weekdays Spots/Week Rate	Rating
Week: 10/29/12 11/04/12 2- 2 \$200.00 Spot Ch Date Range Description Start/End Time	0.00 <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg Type</u>
Spot Ch Date Range Description Start/End Time 1 WMC 10/29/12-11/04/12 Sat Action News 5 @ 5p SAT 5-530p	Sa :30 (\$200.00) 0.00 NM
See MG 6.3,6.4,6.5,6.6	,
[No News due to Norte Dame football]	5
2 WMC 10/29/12-11/04/12 Sat Action News 5 @ 5p SAT 5-530p See MG 6.3,6.4,6.5,6.6	Sa :30 (\$200.00) 0.00 <i>NM</i>
[No News due to Norte Dame football]	
3 WMC 11/04/12-11/04/12 NFL Football SUN 715-1030p	Su :30 \$2,400.00 0.00 NM
MG for 8.2,8.1,5.2,6.2,7.2,7.1,5.1,6.1 [makegoods for missed spots - 11/3(4), 11/5(4) preempts.]	
4 WMC 11/02/12-11/02/12 Friday Hour 3 FRI 9-10p	F :30 \$600.00 0.00 NM
MG for 8.2,8.1,5.2,6.2,7.2,7.1,5.1,6.1	
[makegoods for missed spots - 11/3(4), 11/5(4) preempts.] 5 WMC 11/03/12-11/03/12 Action News Saturday @ 8a SAT 8-10a	Sa :30 \$200.00 0.00 NM
(b) MG for 8.2,8.1,5.2,6.2,7.2,7.1,5.1,6.1	3d .30 \$200.00 0.00 Pevi
[makegoods for missed spots - 11/3(4), 11/5(4) preempts.]	
6 WMC 11/03/12-11/03/12 Action News Saturday @ 8a SAT 8-10a	Sa :30 \$200.00 0.00 NM
MG for 8.2,8.1,5.2,6.2,7.2,7.1,5.1,6.1 [makegoods for missed spots - 11/3(4), 11/5(4) preempts.]	
E 7 WMC 11/03/12 11/03/12 Sat Action News 5 @ 6pComm SAT 6-630p	2- :30 2 \$200.00 P 4 0.00 NM 0 \$0.00
Sat Action News 5 @ 6p	
7 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>	Rating
Week: 10/29/12 11/04/122- 2 \$200.00	0.00



Contract / Revision

844955

Flight Dates 11/02/12-11/06/12

Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12

Order Sep 00:15:00

Advertiser Phillips, Richard "Flip"

Product PHILLIPS FOR SUP CRT (R-Estimate # 3212

							Tot	ais
Ln Ch Start End	Inventory Code	Break Start	/End Time Day	s Len Spots	s Rate Pri	Rtg Type \$	Spots	Amount
E 7 WMC 11/03/12 11/03/1	2 Sat Action News 5 Sat Action News 5	~ .	6-630p	2- :30	2 \$200.00 P 4	0.00 NM	0	\$0.00
<u>Start Date</u> <u>End Dat</u> Week: 10/29/12 11/04/12			Rate Rating 0.00					
Spot Ch Date Range 1 WMC 10/29/12-11/04/12 See MG 6.3,6.4,6.5,6	Description Sat Action News 5 @	Start/End	<u>Time</u>	<u>Weekdays</u> <u>L</u> Sa	<u>ength Rate</u> :30 (\$200.00)	Rtg Type 0.00 NM		
[sold out - will not clea 2 WMC 10/29/12-11/04/12 See MG 6.3,6.4,6.5,6	Sat Action News 5 @	<i>6p</i> SAT 6-630)p	Sa	:30 (\$200.00)	0.00 <i>NM</i>		
[sold out - will not clea								
E 8 WMC 11/05/12 11/05/1	 Wheel of Fortune M-F Wheel of Fortune 	Comm M-F	630-7p 2	:30	2 \$900.00 P 3	0.00 NM	0	\$0.00
8 <u>Start Date</u> <u>End Date</u> Week: 11/05/12 11/11/12	<u>.Weekdays</u> <u>S</u>	pots/Week	Rate Rating 00.00 0.00					
<u>Spot</u> <u>Ch</u> <u>Date Range</u> 1 WMC 11/05/12-11/11/12 See MG 6.3,6.4,6.5,6		Start/End M-F 630-7		<u>Weekdays</u> <u>L</u> M	<u>ength</u> <u>Rate</u> :30 (\$900.00)	Rtg Type 0.00 NM		
[Sold out - every brea 2 WMC 11/05/12-11/11/12 See MG 6.3.6.4.6.5.6		no one can move M-F 630-7	•	M	:30 (\$900.00)	0.00 <i>NM</i>		
	c is filled with Political -	no one can move	to tues]					
E 9 WMC 11/05/12 11/05/1	2 Late News M-F M-F Late News	Comm M-F	10-1035p 2	:30	2 \$900.00 P 3	0.00 NM	2	\$1,800.00
<u>Start Date</u> <u>End Date</u> Week: 11/05/12 11/11/12			Rate <u>Rating</u> 00.00 0.00					
						Totals	13	\$7,400.00

i otais 13 \$7,400.00

REP HEADLINE# 6402599
*** ORIGINAL REV#0 *** Trew

REP: TEL# 610-293-4100 FAX# 610-225-7233
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

NOV2/12 10.02

ADV # ADV. NAME POLI/F	PHILLL	CPS/R/	PHILLIPS/R/JUG/MS	ম	#, 4因名	OFF - ‡	SALESMAN	*
# AGY. NAME	FIC MEDIA	IA KI	PLACEMENT	btj	BUYER NAME	ABNATHM	EVERSOLE	
7669		door		ţo.	SALES PRSN	PH-	JIM QUINN	
8	ж, он	43015	<u>.</u>					
ORDER # 844455 CONTRACT	RACT #	6402599	99	0	CLASS: NATL.		LOCAL REGIONAL	
PRDCT PHILLIPS FOR SUB CRT EST#3212		COMMENTS:	rs: (Line, order,	SR, INVOICE)	臣)			
FLIGHT DATES NOV2/12 NOV6/12 WI	WK-1		History conservation of the contract of the co				und wide Andread ANA PROCESS TOT THE TOTAL TOTAL TOTAL TOTAL THE T	
CITY TAX STATE TAX		C C	CO-OP BILLING NI	NEEDED			DATE NOV2/12	10.02
REP: NEW POLITICAL ORDER FD: 11/3 - 11/6 TTL:\$7,400 PLS CNF THANKS ANGELA								
CON CM ***** THIS IS A CASH IN A	ADVANCE	SCHEDULE	OULE ****					
FIIP PHILLIPS FOR SUPREME COURT	COURT						*	
:LINE#:REF :CD: TIME PERIOD : LO	TGTH :	SEC :	RATE	: START	: END :	: SPTS: WEEK	EK: DAYS	: TOTL:
Z ADVERTISER CODE Z PRODUCT CODE =	li	N	AGENCY EST# = :	3212				-
1 700A-900A	30	W	\$400.00	11/5	11/6	4	M-TU	4
PROGRAM : NEWS								
2 600A-800A	30	\mathcal{U}	\$175.00	11/3	11/3	۲	SAT	μ
PROGRAM : SAT TODAY								
3 800A-1000A	30	W	\$200.00	11/3	11/3	μ	SAT	۲
PROGRAM : TODAY SHOW								

REP: TEL# 610-293-4100 CREDIT ADVISORY: AGENC ORDER WORKSHEET -4100 FAX# 610-225-7233
AGENCY CREDIT RISK !!!
HARRIS REPORT FROM REP 1

NOV2/12 10.02

NOV/12 \$7,400.00	PROGRAM :	Ø	PROGRAM :	80	PROGRAM :	7	PROGRAM :	Ø	PROGRAM	បា	PROGRAM	44	:LINE#:REP :CD:
0.00	: NEWS	10008-10358	: WHEEL OF FORTUNE	630P-700P	: NEWS	4089-4009	: NEWS	2008-20B	: NEWS	5001-5301	: NEWS	800A-900A	: TIME PERIOD
		30	CNE	30		30		30		30		30	: LGTH :
		()		N		+		+		7	-	W	SEC:
·		\$900.00		\$900.00		\$200.00		\$200.00		\$400.00		\$225.00	RATE
		11/5		11/5		11/3		11/3		11/5		11/4	: START
		11/5		11/5		11/3		11/3		11/5		11/4	: END
ò		N		N		N		N		N		Ļ	: /WK:
CONTRACT TOTAL TOTAL SPOTS		NOM		MOM		SAT		SAT		MOM		SUN	WEEK :
£ \$7,400.00 S 17		N		N		2		N		N		H	DAYS : TOTL:

MARKET TOTALS \$18,974 MMC 39% WHBQ 23% WREG 33% WPTY 5% %O TIMIN

WPXX 0%

SVC- NSI DEMOS- RA35+*

REF: TEL# 610-293-4100 FAX# 610-225-7233

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET HARRIS REPORT FROM REF NOV2/12 17.44

CHANGES *** WMC-TV ***

	3		T		: LINE# : REP			CON CM		STA:	8EP:	CITY	FLIGHT	PRDCT	ORDER			# ZOK	# vdv
THIS IS A THIS IS A THIS IS A	10 A	PROGRAM	(5) s	AGENCY AGENCY	:REP :CD:		a T.T.	* * * * *	11/2/12 SEE M1 SPOTS H	URGENT	MI BOO	TAX	T DATES	SALTITHA	#				madis and state of the state of
SEE MAKE MAKE MAKE	anitated : 2006 /	: NEWS	5008-5308): TIME		SALTITHE	THIS IS	11/2/12 SEE MI MAKEGOOD SPOTS HAVE BEEN		BOOKED	o	NOV2/12	FOR				AGY.	ADV.
MAKEGOOD GOOD FOR GOOD FOR GOOD FOR	AOOO		408	COD	PERIOD		FOR SUI	A CASH		****		STATE TAX	NOV6/12	SUP CRI		DH DH	76	NAME ST	NAME PO
NOV5 ON NOV5 ON NOV5 ON	30		30	E ECCODE =	: LGTH	A CONTRACTOR OF THE CONTRACTOR	SUPREME CO	IN ADVANCE	FOR	*************		n 	2 WK-1	EST#3212	CONTRACT	DELAWARE,	7669 STACERS	STRATEGIC	Ha a/ITOA
DUE TO N LINE-5 N LINE-6 N LINE-7 N LINE-8	i de la companya de l	(8)			: SEC :		COURT		MISSED SE	***		0		2 COMMENTS:	r # 640259	он 43015	ERS LOOP	MEDIA	SM/SOC/8/SGITITHE
TP SELL FOR 2 FOR 2 FOR 2	\$600.00	N X X	\$400.00	AGENCY EST#	RATE			SCHEDULE **:	SPOTS.			IIE do-oo		TS: (LINE,	599	ថា		PLACEMENT	/Jue/ms
OUTS. SPOTS/WK SPOTS/WK SPOTS/WK		9	0	11	E			* * * * *				BILLING NE		NE, ORDER,		the state of the s		H	
SPOTS	11/2		11/5	3212	START							NEEDED		R, INVOICE)		dentitud de la companya de la compan			
HAVE BEEN	11/2		11/5		: END : DATE	A DESCRIPTION OF THE PROPERTY								[CE)	CLASS:		a setas	BUYER NAME	REP.#
BEEN PREBOOKED	μ		0		E:/WK:										NATI.		PHSN PH-	AHLIHM HWW	OH
[편]					TNVT :							_			LOCAL		NNIDO WIL		OPE'.#
	FRI		MOM		STAG							DATE NOV			REGI		INN	EVERSOLE	SALE
								Windows II And				NOV2/12 1			REGIONAL				SALESMAN #
	H		0		STAS							17.44							

CHANGES

REP: TEL# 610-293-4100 ORDER WORKSHEET CREDIT ADVISORY: AGENCY CREDIT REPORT FROM REP RISK !!! *** WMC-TV ***

NOV/12 STATION MAKEGOOD OFFERS: :LINE#:REP 316 3 OK'D ORD COMI: PROGRAM PROGRAM : PART PROGRAM: ORD COM1: HINE#: FROGRAM: 12 11 ® 4 0 \$7,400.00 OH A OH A .. G B ď Ø Ŋ Ø BUY排7 8#XOE BUY#6 四四字件5 800A-1000A 500P-530P 715P-1030P 630P-700P 600F-630F MAKEGOOD MADE MAKEGOOD MADE HES THEHW NEWS ZEL SEE MAKEGOOD ACTION NEWS HME MAKEGOOD FOOTBALL PERHOD Ö MISSED:MON/500P-530P OFFER: FRI/900P-1000P FORTUNE CMT: SEE បា d G UP OF LINES MON/630P-700P SUN/715P-1030P SAT/800A-1000A SAT/600P-630P SAT/500P-530P OFFERS DUE TO OFFERS DUE AT SAM FGTH ОН ω MAKEGOOD OFFERS 30 (<u>()</u> 30 CHNES ٠. O E S HO Ü 2×) = 10 .. 10-12 10-12 TP SELLOUTS TP SELLOUTS. 23) 三面 \$200.00 \$900.00 \$200.00 \$2,400.00 \$200.00 RATE DUE H NOV4 NOV2 NOV5 EAON EAON EAON NOV5 Н 11/4 SPOTS 11/5 11/3 11/3 SHOHS SELLOUIS (2/WK) (2/WK) (2/WK) (2/WK) (2/WK) START DATE HAVE HAVE 11/3 11/5 11/3 11/4 RHHZ HIND DATE SPOIS 30s 308 308 308 308 PREBOOKED 30s PREBOOKED SPTS: HAVE O 0 μ N O ZZZ: CONTRACT \$200.00 \$900.00 \$600.00 \$200.00 \$2,400.00 \$200.00 \$400.00 TUVI BEEN PREBOOKED TOTAL STOTS TOTAL NON SAT SAT SUN SAT STA (NOV2/12) DAYS ADVISE. \$7,400.00 : TOTL: SPTS 0 0 0 μ N

MARKET TOTALS \$18,974 MMC 398 8€ ORHW 23% WREG 338 XLAM % (1) TWIT W %0 XXCIM

%0

DEMOS-SVC- NSI RA35+*

A ON P-CLASS, PLAN, SECT CODE A-ADD B-BUY TYPE MEN CIWA-5 C-CANCELLED R-RATE SISPOIS BTELECHE PER WEEK H.H.H.H.H. HATTHE DATES H-LENGHE X-LATE SAWG-A M-MAKEGOOD Z-COMMENTS N-PROGRAM NAME *-MULTIPLE

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

☐ FEDERA	ox) L CANDIDAT	T.	☑ STATE	/LOCAL CAN	DIDATE
			rest Unit Char st Sign The C		
Station and	Locations			Date	
I. STRATEGIC M	EDIA PLACEMENT				
peing/on behalf o	f. RICHARD T.	PHILLIPS - Pai	d for by Friends o	Richard "Flip" P	hillips , a legally
	te of the REPUB				political
		PISUPREME	COURT JUSTICE	- DISTRICT 3, I	POSITION 3
in the GENERA					
	d on: <u>NOVEMBI</u> t station time as fo				
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
					en e
Total Charg	est				

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For programming that, in whole national importance," list the ma	or in part, "communicates a message relating to	any political matter o
		and the second s
		and the second second second second
I represent that the payment for	the above described broadcast time has been fu	rnished by:
Friends of Richard "Flip" Phi	llips - P.O. BOX 62, Batesville, MS. 38606	
and you are authorized to announce in the least that this person or er committee/organization of the least to	ince the time as paid for by such person or entity atity is either a legally qualified candidate or an egally qualified candidate.	authorized
	e candidate's authorized committee is:	
This station has disclosed to me and discount, promotional and o	its political advertising policies, including: apportion and applicable to federal contents.	plicable classes and ra mididates)
	DISCRIMINATE OR PERMIT DISCRIMIN	ATION ON THE BA
OF RACE OR ETHNICITY!	N THE PLACEMENT OF ADVERTISING.	
To Be Signed B	y Candidate or Authorized Co	mmittee
10/3/12	Lord Romania	
Datë	Signature	
To Be Sig	ined By Station Representativ	/e
		r-1
Accepted .	Accepted in Part	L. Rejecte
Accepted .	L. Accepted in Part	L Rejecte
Accepted	L. Accepted in Part	L.1 Rejecti